

INTER-AGENCY INITIATIVES ON PEDESTRIAN SAFETY: UPDATE FOR THE SAN FRANCISCO HEALTH COMMISSION



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San Francisco: Burden of Pedestrian Injuries and Fatalities

- ~ 800 injuries annually (>2/day)
 - *Under-reported ~20%*
- ~100 people killed or seriously injured annually
- Trends stable ~ 10 years
- Per resident rate of injuries (97 /100,000) five times national public health target
- Senior pedestrian fatality rate 4 X that of adults, 11 X that of youth
- Spatial concentrations along high traffic, arterial streets and higher density, lower-income neighborhoods



December 20th 2010 Executive Directive on Pedestrian Safety

VISION ZERO
INTERNATIONAL

- Motivated by Vision Zero principles:
 - Responsibility of system designers to prevent violent forces intolerable to all users accounting for expected human behaviors
 - Prioritized pedestrian safety on the governmental agenda
- Established new targets for serious and fatal injuries reductions: medium (25% *by 2016*) and long range (50% *by 2021*)
- Created the Citywide Pedestrian Safety Task Force for inter-agency coordination – Co-chaired by SFDPH, SFMTA
- Underscored the role of environmental factors including traffic and speed
- Demanded data-driven practice
- Called for a long-range Pedestrian Strategic Action Plan



Changing city policy and practices: 2011-2012

- Coordinated efforts linking data collection and analysis with actions
- Implemented 15 mph speed limits in school zones
- Targeting SFPD enforcement activities on high-injury corridors
- Creating arterial corridor traffic calming program
- Linking major transportation infrastructure investments with safety
- Advancing commitment to more comprehensive surveillance, monitoring, evaluation



SFDPH Roles

- Data and Research
 - Conducting strategic data analysis and mapping
 - Providing health-based evidence for planning and policy decisions
 - Developing a more comprehensive surveillance system
- Interagency Support and Coordination
 - Participating in interagency steering committees, advisory groups
 - Sharing data/analyses in support of grants, project development, targeted improvements
- Community Support and Coordination
 - SFDPH Mini-grants
 - CDC Community Transformation Grant
- Working with Targeted Populations
 - Safe Routes to School
 - Senior Action Network



San Francisco Safe Routes to School *Program Overview*

Goal: to increase safe and active walking and biking to/from school

- Leading multi-disciplinary team comprised of SFUSD, City agencies, and nonprofits
- Working in 15 elementary schools, one in each supervisorial district for geographic equity
- Delivering program elements based on 5 E's:
 - Education
 - Encouragement
 - Enforcement
 - Engineering
 - Evaluation



San Francisco Safe Routes to School

Accomplishments

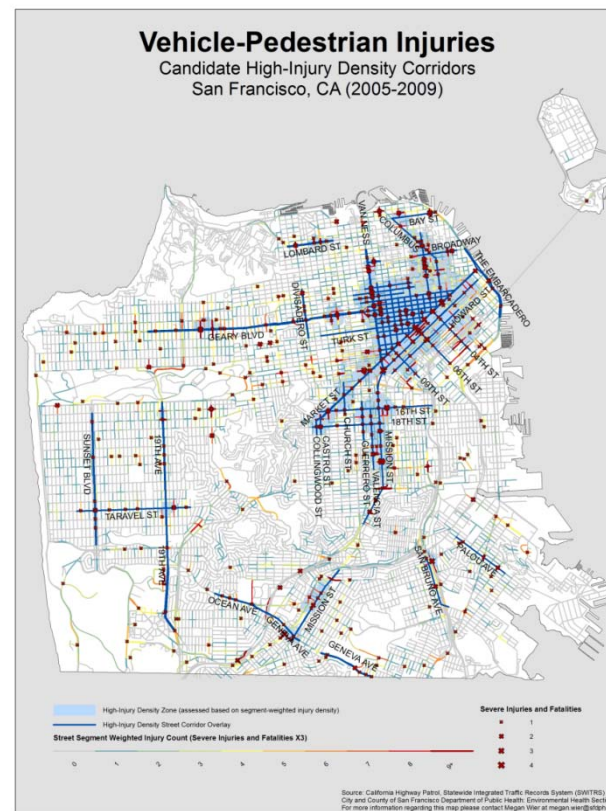
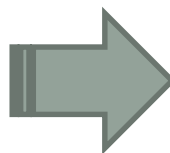
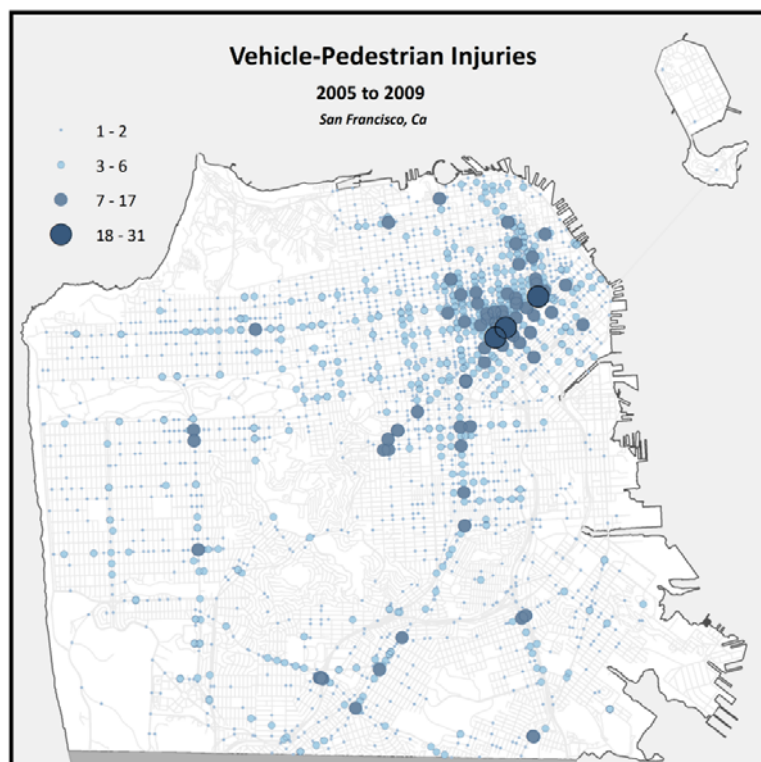
- Partnered with UCSF Pediatrics to conduct district-wide school commute study
 - First study to look at school transportation in SFUSD
 - Elementary school data:
 - Walking mode share: 24.7% in 2010; 25.3% in 2011
 - 24% of students live within ½ mile of school, another 18% live within ½-1 mi
- Analyzed parent survey data; 3 of 5 top concerns are traffic-related
- Partnered with MTA to establish school prioritization system based on UCSF school commute results and injury data
 - First time MTA has established systematic way to prioritize schools for capital improvements
 - MTA now using this system to pursue SRTS capital infrastructure grants

Lessons Learned

- Parent/caregiver outreach is crucial because they are the decision-makers regarding school commute
- Regular, consistent walking school buses and bike trains are essential to meet goal
- Will incorporate into \$1.4 million grant opportunity this summer



Using data to focus attention on area and corridor patterns of more serious injuries



High injury (Blue) Corridors:

- **5% of San Francisco's street miles**
- **55% of severe and fatal pedestrian injuries**
- **51% of total pedestrian injuries**

SFPD: Prioritizing Enforcement on High Injury Corridors



The **SF Police Department's Traffic Company** is currently focusing traffic safety enforcement in high-injury corridors, citing the most dangerous behaviors, including:

- Speeding
- Failure to yield to pedestrians at crosswalks
- Running red lights and stop signs



SFMTA: Leadership on policy and engineering strategies

- Leading the drafting of the pedestrian safety action plan
- Developing and testing new arterial traffic calming tools for high injury corridors
- Integrating proven pedestrian improvements into funded street infrastructure projects
- Reducing speed limits
- Piloting testing “Home Zones”



Collaboration to Advance Pedestrian Safety

City/County

- Citywide Pedestrian Safety Task Force and Steering Committee (2011 – present)
- Better Market Street Technical Advisory Group (2011 – present)
- Better Streets Plan Technical Advisory Group (2009 - present)
- Eastern Neighborhoods Transportation Implementation Planning Study (ENTRIPS) Technical Advisory Group (2009 - present)
- San Francisco Sustainable Communities Strategy Inter-agency Working Group (2011 - present)
- San Francisco Transportation Plan Technical Advisory Group (2010 – present)
- San Francisco Unified School District Transportation Working Group (2011 – present)
- Western SoMa Citizens Planning Task Force and Transportation Focus Group (2006 - present)

Regional/State

- Metropolitan Transportation Commission Sustainable Growth Strategy Equity Advisory Group (2010 - present)
- CAWALKS – Pedestrians Count Convening (2010 – present)
- CA Safe Routes to School Network (2009 – present)
- Bay Area Safe Routes to School Network (2012 – present)

Federal

- Transportation Research Board Health and Transportation Subcommittee (2011 – present)

Thank you!



**San Francisco Department of Public Health
Program on Health, Equity and Sustainability
*www.sfpbes.org***

**San Francisco Department of Public Health
Community Health Promotion & Prevention
Safe Routes to School Program
*www.sfsaferoutes.org***